

LISTING OF THE CLAIMS

The following is a complete listing of all the claims in the application, with an indication of the status of each:

- 1 1. (Original) A method of supporting customizable solution bundles for e-commerce
2 applications which enable the marketing of products and services by presenting to
3 customers products and services in solution bundles as entitled groups comprising the
4 steps of:
5 mapping customizable solution bundles into a virtual entitled group; and
6 processing the virtual entitled group, without distinction with other entitled
7 groups, by back end fulfillment systems and ancillary e-commerce services.
- 1 2. (Currently amended) The method of supporting customizable a solution bundles for
2 e-commerce applications recited in claim 1, further comprising the step of recognizing a
3 unique distinguished identifier, for each marketable item in a virtual entitled group that
4 allows the front-end, back-end fulfillment and ancillary service components to associate
5 an item with an incentive price of the item.
- 1 3. (Currently amended) The method of supporting customizable a solution bundles for
2 e-commerce applications recited in claim 2, wherein a customizable solution bundle is
3 mapped into a subset catalog of the master catalog containing preselected marketable
4 elements.
- 1 4. (Currently amended) A method of supporting customizable a solution bundles for
2 e-commerce applications comprising the steps of:
3 providing a bundle definition process, where a solution bundle is created and
4 loaded into the various components that support an e-commerce application, including the

5 ~~font-end~~ front-end and back-end application fulfillment systems;
6 mapping customizable solution bundles into a virtual entitled group and
7 processing the virtual entitled group, without distinction with other entitled groups, by
8 back-end fulfillment systems and ancillary e-commerce services;
9 providing a user interface as a component of the e-commerce front-end
10 application, which presents a solution bundle configuration to the user and manages an
11 order selection based on established bundle rules;
12 providing an order process, whereby the e-commerce application passes the
13 solution bundle order to the back-end application fulfillment systems for completion; and
14 recognizing a unique distinguished identifier, for each marketable item in an order
15 that allows the front-end, back-end fulfillment and ancillary service components to
16 associate an item to a given bundle, thereby ~~resolvin~~ resolving characteristics, including
17 an incentive price of the item.

1 5. (Currently amended) The method of supporting customizable a solution bundles for
2 e-commerce applications recited in claim 4, wherein a customizable solution bundle is
3 mapped into a subset catalog of the master catalog containing preselected marketable
4 elements that represents a potential set of products that a marketing organization
5 determines ~~what~~ is suitable for a class of customer based on experience gained by
6 marketing teams for that industry.

1 6. (Currently amended) The method of supporting customizable a solution bundles for
2 e-commerce applications recited in claim 4, further comprising the step of ~~recommending~~
3 recommending products and guiding the customer through a solution, whereby the
4 customer is allowed to select marketable items from the subset catalog in which to
5 customize ~~their~~ his or her solution.

1 7. (Currently amended) The method of supporting customizable a solution bundles for
2 e-commerce applications recited in claim 6, wherein solution bundles are tailored to
3 specific industries or classifications of customers, whereby many solution bundles may be
4 defined by a given vendor.

1 8. (Currently amended) The method of supporting customizable a solution bundles for
2 e-commerce applications recited in claim 7, wherein the solution bundle is dedicated to a
3 specific industry or class of customer.

1 9. (Currently amended) The method of supporting customizable a solution bundles for
2 e-commerce applications recited in claim 8, wherein a solution bundle which, when
3 selected by the customer, results in a pricing discount.

1 10. (Currently amended) The method of supporting customizable a solution bundles for
2 e-commerce applications recited in claim 9, wherein a variety of differing pricing
3 discounts are applied against individual marketable elements or on the entire solution
4 bundle as a whole, depending on rules applied, the application of a pricing discount being
5 dependent on a selection the customer chooses at the time ~~they are~~ the customer is
6 customizing ~~their~~ his or her solution.